



KSHB-TV

ORDER

Flight Dates **10/25/12-10/26/12**

Contract / Revision **315780 / SPENC-Spence for Governor 2012**

Original Date / Revision
10/24/12 10/24/12

Advertiser **Spence / Republican / Gove**
814 King Street - Suite 400
Alexandria, VA 22314-3039

Agency **Smart Media Group**

Buying Contact
814 King Street - Suite 400
Alexandria, VA 22314-3039

Product

Agency Com 15%

Billing Contact

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:30:00

Estimate # **C25C26**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	14	\$2,919.75	\$3,435.00	0.00	10/01/12	10/26/12	14	\$2,919.75	\$3,435.00
Totals	14	\$2,919.75	\$3,435.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	10/25/12	10/26/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	--- 11--	:30	2	\$40.00	P-3	0.00 NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--- 11--		2		\$40.00		0.00				
N 2	KSHB	10/25/12	10/26/12	M-F 3-4p Jeff Probst show	CM	3-4p	--- 11--	:30	2	\$50.00	P-3	0.00 NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--- 11--		2		\$50.00		0.00				
N 3	KSHB	10/25/12	10/26/12	M-F 4-430p Jeopardy	CM	4-430p	---- 1--	:30	1	\$350.00	P-2	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---- 1--		1		\$350.00		0.00				



KSHB-TV

Print Date: 10/24/12

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Contract / Revision **315780** Flight Dates **10/25/12-10/26/12**

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:30:00

Advertiser **Spence / Republican / Gov** Product **SPENC-Spence for Governor** Estimate # **C25C26**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	KSHB	10/25/12	10/26/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	---TF--	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---TF--	1				\$800.00		0.00				
N 5	KSHB	10/25/12	10/26/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	---11--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---11--	2				\$300.00		0.00				
N 6	KSHB	10/25/12	10/26/12	M-F Late News M-F Late News	CM	10-1035p	---TF--	:30	1	\$1,300.00	P-1	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---TF--	1				\$1,300.00		0.00				
N 7	KSHB	10/25/12	10/26/12	M-F 10-11a M-F 10-11a	CM	10-11a	---11--	:30	2	\$50.00	P-3	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---11--	2				\$50.00		0.00				
N 8	KSHB	10/25/12	10/26/12	M-F 1-2p M-F 1-2p	CM	1-2p	---11--	:30	2	\$50.00	P-3	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---11--	2				\$50.00		0.00				
N 9	KSHB	10/25/12	10/26/12	M-F 430a-5a M-F 430a-5a	CM	430a-5a	---TF--	:30	1	\$5.00	P-3	0.00	NM	1	\$5.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---TF--	1				\$5.00		0.00				
Totals														14	\$3,435.00